



THE LAUNCHPAD FOR EMERGING TECHNOLOGY

DEMO Conferences Accelerate Your Business

DEMO is one of the few technology conferences that truly accelerate your business. Unlike other tradeshows and events, the DEMO conferences are all about products – a level playing field, with no “marketeez”, grand speeches or how to clinics. DEMO is where decision makers and entrepreneurs come together to make business happen. More importantly, the benefits of demonstrating at this conference continue after the show through special conference features designed to drive visibility for years to come. As one attendee stated “DEMO has accelerated our business by 14 months. We met the right people, gained the right visibility, all at the right time. Demonstrating at this show was invaluable.” Here are the top 10 reasons why you should launch your company at DEMO:

- **Instant Credibility:**

In a crowded technology marketplace, being one of only 70 companies selected from over 500 interviewed puts your company in an elite group of innovators. Each product is carefully vetted and considered truly innovative and representative of an entirely new market opportunity. Being chosen to demonstrate is like having a badge that your product has the key ingredients to make you one of the most successful technology companies of this year.

- **Expert Insight:**

Executive Producer, Chris Shipley, meets with and will provide one-on-one time with you to get deep understanding of product, market opportunity and position in competitive landscape.

- **Tremendous Media Exposure:**

Demonstrators at DEMO receive extensive worldwide coverage in leading publications. More than 60 journalists from a range of print, online and broadcast media come to DEMO with the sole purpose of seeing every product. The coverage is distributed among all the demonstrating companies and includes both trend round-up articles and in-depth product features. Publications that send reporters to DEMO represent every aspect of the technology industry: national business magazines; local and national broadcast outlets; major metropolitan daily newspapers; consumer and technology trades; and international consumer, technology and business publications. Plus, this year, additional efforts have been made to reach out to broadcast media around the world via daily video news releases and b-roll distribution. A single show can generate over 250 million media impressions.

- **Access to Investors, M&A and Business Development Executives**

If you are seeking capital, to partner or get acquired, DEMO puts you face-to-face with top executives at both national and international companies that specifically attend DEMO for the caliber of products and companies demonstrating. Attendees coming to DEMO are not the typical associates and interns roaming the halls at one of the many Valley parties or tradeshows. DEMO attendees are serious investors with the power to make decisions on the spot. They trust the unbiased selection process at DEMO and know they will be seeing developed products and true innovation.



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- **Unparalleled Networking:**

This is where the true spirit of DEMO thrives – cocktail parties, lunches and dinners are intimate, casual and amiable. Every conversation begun could lead to a partnership, new customer, article in a target publication or venture funding today or tomorrow. Each class of DEMO builds lasting business relationships that can carry them through the years of business success. It is an unbeatable environment where every person in attendance is focused on the technologies being launched – your new product.

- **Level Playing Field:**

At DEMO, no demonstrator dominates the conference with marketing collateral, signage or expensive tchotchkes. The demonstrator pavilion is a level playing field; there is no bad spot on the floor. DEMO provides a standard kiosk, signage, profile in DEMO handbook, Internet connection, etc. to all demonstrators to ensure everyone has the same visibility. The focus of DEMO is on the products, not on the size of the booth.

- **Live Video Interviews:**

In addition to national and local broadcast, updates from DEMO, conducted on site through the PodTech Network will be streamed live from and distributed on the IP TV PodTech network and DEMO.com.

- **DEMO Alumni Network:**

As a former demonstrator, you will receive industry recognition as one of a select group to be chosen to present at DEMO. The Alumni Network provides continued access to an exclusive database of past demonstrators and invitations to local networking functions of DEMO alumni.

- **Ongoing Buzz/Reach via DEMO.com**

After the show, attendees and even those that did not attend can see your product launch. On the DEMO.com site, each demonstrating company will have its own page with their profile, video of their six-minute stage demonstration and discussion forums about your product. The site also aggregates your news, press releases and blogs on home page, news area and on company profile pages. Finally, DEMO provides you with the opportunity to upload follow-up videos, press releases and additional information about your product or company, as well as three free job listings in the DEMO.com Job Board.

- **Demonstration Video Syndication**

Videos are made available to all press attending DEMO within 24 hours of your presentation. Direct syndication is made with leading publications including USA Today, Network World, PC World and many more. Viral Syndication opportunities available through the DEMO.com video player and additional show footage syndicated through a podcast network. Each company is given access to its six-minute presentation video for use on its company Web site and personal distribution to clients and contacts.



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DEMO LIVE

A Technology Experience Like No Other

Picture this – a live stage like the Emmys, television cameras, 700 key decision makers, investor and business executives, top journalists from around the world and 6 minutes to launch your product. The DEMO conferences are a technology experience like no other. Your company can be one out of 500 picked to demonstrate. A little nerve-racking? Well, this is not a tradeshow. Whether you are an experienced speaker or green to the screen, the DEMO conferences have a host of features, experts and cutting edge technologies designed to make your product launch stand out.

- **Technical Guidance:**

Our production team is experienced in television and live events. We will work with you directly to optimize the potential of your live onstage demo.

- **PR Support from the DEMO Conference Media Team:**

Whether you have an agency or not, the DEMO conference PR team is an extension of your own communications effort. They serve as your interface to the media prior to the conference and facilitator of media introductions during and after the event.

- **Complimentary News Release Services through PR Newswire and More:**

As a DEMO partner, PR Newswire offers a handsome benefits package to all demonstrators that includes a complimentary news release, exclusive discount pricing on Multimedia News Releases (MNRs), the opportunity to purchase the MediaRoom ShowCase service and free, first-time, first-year membership to PR Newswire. In addition, all DEMO-related news releases issued via the PR Newsire wire service will be featured on the DEMO Web site.

- **Turnkey Booth Package:**

DEMO provides a standard kiosk, signage, profile in DEMO handbook, Internet connection, etc. to all demonstrators to ensure a level playing field in the demonstrator pavilion. The focus of DEMO is on the products, not on the size of the booth.

- **Technical Review and Guidance Onsite including On-Stage Rehearsal**

- **Time and Pre Show Q&A Session:**

The DEMO AV and technical support team is the very best in the business. This team of production pros has been with DEMO for over ten years, ensuring an unparalleled launch experience.

For additional information, please contact:

Jackie DiPerna

Demonstrator Manager

Phone: 619-501-6378

Email: jdiperna@nww.com